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Spotlight

ON FOREIGN MARKETING

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TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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CONGRESSIONAL VISIT

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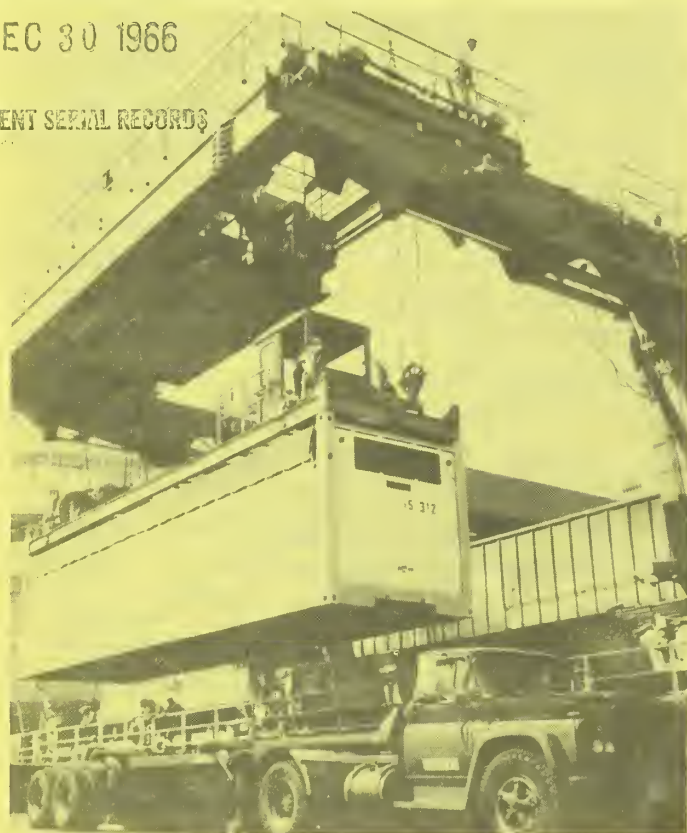
The House Committee on Government Operations is surveying market development operations in the United Kingdom, Denmark, Switzerland, Israel, Italy, Spain, and Germany, November 13 - December 8. Visits are being made to agricultural attaches and U.S. cooperators.

The team includes Congressmen Benjamin S. Rosenthal (New York), William J. Randall (Missouri), Jack Edwards (Alabama), Robert Dole (Kansas), and William L. Dickinson (Alabama). Also, Louis I. Freed, Staff Member, House Committee on Government Operations, William H. Copenhaver, Staff Member, House Committee on Judiciary, and Veronica Johnson, Clerk, House Committee on Government Operations. FAS Assistant Administrator David L. Hume is accompanying the team.

VAN CONTAINERS HELPING BOOST POULTRY EXPORTS

Proof that van containers are catching-on with the poultry trade came November 10 when 15 container vans of U.S. poultry sailed out of New York

CURRENT SERIAL RECORDS



A container van of U.S. poultry being loaded for shipment overseas. Over 60 vans of poultry have been exported since the first experimental shipment in April 1966.

for European destinations. Since the first experimental shipment to Germany in April, over 60 van containers of poultry products and turkeys have been exported.

Researchers, as well as many shippers and processors, are of the opinion that containerized transport and handling of frozen poultry can help reduce transit time and quality losses and damage to packages and product. The shipments to date have arrived in near perfect condition.

The additional charges for ocean transport of poultry in van containers are proving to be less than anticipated. The total transport charges for a recent container shipment to Germany amounted to \$1,368.40, as compared to \$1,288.99 for a conventional "break-bulk" shipment of equal weight. In reporting on this, C. J. Nicholas, Industry Economist, Agricultural Research Service, said, "Considering the reduced damage to the shipment and the better protection of quality and saleability obtained in the van container shipment, the \$79.41 or 3/10 of a cent per pound difference between the two transport methods was not very significant."

The refrigerated container vans are loaded and sealed at the U.S. packing plant, and are not opened again until they reach the overseas customer or customs inspector of the country, thus eliminating pilferage and considerable damage in transit.

The shipments started as an experimental project of USDA's Agricultural Research Service with the assistance of Sea-Land Service and the Institute of American Poultry Industries. The activities have been coordinated by Norm Paulhus of the FAS Dairy and Poultry Division.

DRY PEA PROMOTION

Beginning this month Japanese housewives will find at their grocers new convenience foods made from U.S.

dry peas. Under an FAS/USA Dry Pea and Lentil Council program, canned American peas and an assortment of other pea products will be manufactured, introduced, and distributed in Japan. Only quality dry peas grown in the U.S. will be used in the promotion.

Joe Spiruta, the Council marketing director, is enthusiastic about the program and believes it could easily propel Japan into first place as a buyer of U.S. dry peas.

COOPERATOR EXPENDITURES BEING DATA PROCESSED

Data processing has been adopted by FAS to provide more rapid and more detailed information on the government market development funds budgeted and expended by cooperating organizations. A 6-month trial run showed that the system would be workable and effective in market development operations.

The system utilizes the latest automatic data processing equipment and permits current evaluation of progress under the approved marketing plan by the cooperator, the attache, and FAS Washington. It will eventually eliminate the FAS funds portion of the semi-annual fiscal report and thus reduce reporting requirements of cooperator offices.

Plans are now being made to streamline cooperator billing procedures to cut down the time lag between expenditure and reporting. With these changes and use of the data processing system, it is hoped that cooperator billings can be compiled, tabulated and received by the Program Funds Branch within 30 days of the time the bills are paid by the Embassy.

SECRETARY FEATURED SPEAKER AT STATE EXPORT WORKSHOP



Mobile hot dog buses, like this, are now a common sight in Tokyo, as a result of the Western Wheat Associates sandwich promotion program.

SANDWICHES IN JAPAN

Sandwich and hot dog stands are becoming popular in Japan, primarily due to an intensive sandwich promotion program of Wheat Associates.

The first sandwich promotion was in early 1965 in cooperation with the National Food Life Improvement Association, Japan Baking Industry Association, and the All Japan Bakers Association. At that time sandwich and hot dog stands were almost unknown. Today, they are conspicuous by their number and popularity.

Places to buy sandwiches range all the way from small mobile hot dog buses to sandwich concessions at department stores and shops dealing exclusively in sandwiches. The Japanese have added some ideas of their own, such as the sukiyaki sandwich, hot dogs embellished with shredded lettuce and mayonnaise, and lettuce leaf dividers between two different sandwiches.

Secretary Freeman in meeting with State government representatives at the Washington D.C. October 18-20 export promotion workshop, called attention to the Nation's record level agricultural exports and the contributions of various trade and government groups in the success of the market development program.

The workshop was under joint sponsorship of the market development program of Foreign Agricultural Service and the matching fund program of Consumer and Marketing Service. The discussions were aimed at helping State departments of agriculture to service and assist the agricultural export operations that originate in their respective States. Over 60 representatives from 28 States attended the session.

The State with the largest share of U.S. farm exports in 1965-66 was Illinois which accounted for \$666 million. Other leading States and their totals were Texas, \$495 million; California, \$495 million; Iowa, \$426 million; Kansas, \$392 million; Indiana, \$317 million; and North Carolina, \$306 million. Six other States had shares in export trade valued at more than \$200 million each.

ESKILDSSEN DESIGNATED AS DEPUTY ASSISTANT SECRETARY

Secretary Freeman has designated FAS Associate Administrator C. R. Eskildsen as a Deputy Assistant Secretary for International Affairs, charged especially with leadership in carrying

out USDA's responsibilities in food aid and technical assistance programs.

Arthur Mead will continue to serve as a Deputy Assistant Secretary for International Affairs giving special attention to the Department's continuing expansion of commercial exports.

Dorothy H. Jacobson, the Assistant Secretary for International Affairs, will continue to be responsible for the over-all policy and operational responsibilities of the Department in food aid and technical assistance matters, and will coordinate interdepartmental liaison activities with other agencies of the U.S. Government in these fields.

CLEAN-HANDS IN TAIWAN

The success of a National Renderers Association "clean-hands" program with the schoolchildren of Japan has led to the adoption of a similar educational program with the schoolchildren of Taiwan. Officials of NRA and FAS were in Taiwan recently to sign the project agreement with the Taiwan Soap Manufacturers Association.

The goal, of course, is greater use of soap made from American tallow. Samples of soap and brochures and pamphlets explaining the use of soap will be distributed to all Taiwan schools. There will be radio spots and ads in newspapers and buses throughout the country.

The Japanese program has been a joint project of NRA with the All-Japan Soap Association.

In commenting on the success of the Japanese program, the principal of a Tokyo kindergarten and grammar school said, "Here in Japan, the children used to splash their hands quickly under the tap and dry them on their



Shown signing the agreement for the Taiwan "Clean-Hands" program are S. S. Hua, Chairman, Taiwan Soap Manufacturers Association, and William R. Malloy, President, National Renderers Association. Standing, left to right, are T. S. Huang, the Director of the Taiwan association, Ivan Johnson, FAS, and Dean A. Specht, Executive Director, NRA.

clothes or with a soiled handkerchief. Now, they use soap and bring two handkerchiefs to school — one just for wiping their hands after washing."

GOLDEN TOAST EXPANSION

From The Great Plainsman, October, 1966

The Golden Toast Association in Germany (A 3rd-party cooperator of Great Plains Wheat) plans to expand the bread's production into all major population areas of West Germany and Berlin. Golden Toast—a symbol of luxurious eating to West Germans—is made from 50 percent U.S. wheat grown in the Great Plains area. The American-type bread was introduced in September, 1963. Four million kilograms were sold in 1965; 1966 sales goal of five million kilos is expected to be attained. The bread is sold in

500-and 250-gram loaves. The Golden Toast Association now counts 18 bread factories among its members. Four mills are producing the special flour for the Golden Toast production and more than 66 trucks deliver the bread daily to tens of thousands of retailers. Stories of success of the campaign have appeared in many trade papers. The association plans to expand membership by conducting a "prestige" campaign.

U. S. TEAM VISITS

A five-man lard team from the United Kingdom is in the U.S. November 13-23 to interest suppliers in action programs to help the U.S. recapture recent losses in the U.K. lard market. Processors and exporters are being visited. The team is made up of representatives of the United Kingdom Lard Association, who is co-operating with FAS in sponsorship of the tour.

A three-man Egyptian team, sponsored by the Soybean Council and FAS, arrived in the U.S. October 20 for visits with government and trade officials and a 3-1/2 week tour of the soybean industry. The team includes the Director of the Egyptian General Organization for Food Industries and the Chairman of the Board for the Alexandria Oil and Soap Company.

A nine-man Japanese tallow team attended the annual convention of the National Renderers Association in Washington, D. C., November 2-5. The team represents companies which purchase tallow for manufacturing purposes, primarily in the making of soap. They will be in the U.S. from two to three weeks and will visit rendering plants, soap companies, slaughter houses, research facilities, shipping points and exporters. FAS, the National Renderers Association, and the All Japan Soap Association are sponsoring the team visit.

TRADE FAIR SCHEDULE

The 1967 agricultural promotion program will include food exhibits at 8 international trade fairs; 7 shows at U.S. Trade Centers abroad; special events in 3 newly-developing dollar markets; and a series of in-store promotions now being arranged with food chains and department stores in Western Europe and Japan.

The trade fair exhibits will be climaxed by the Department's appearance at the ANUGA fair in Cologne, Germany, and will include participation in a new international fair being launched in Dublin, Ireland, both next September.

The Trade Center program will include the Department's customary 2 shows each in London and Tokyo, and 1 in Milan, plus a special exhibit at the Frankfurt Trade Center and the first U.S. food and agricultural product show ever presented at the newly opened Stockholm Trade Center.

Three of the special "new market" shows - 2 in Greece and 1 in Lebanon - will feature feeding demonstrations and exhibits to promote increases sales of U.S.

livestock feed ingredients. The other - an all-trade show in Manila - will be the first major U.S. food promotional exhibit ever presented in the Philippines.

Following is the tentative schedule of events:

Jan. 18-24 - Milan, Italy - Processed food show at U.S. Trade Center.

Feb. 14-23 - London, England - Frozen food show at U.S. Trade Center; first overseas promotional event ever devoted primarily to frozen foods.

March 12-20 - Verona, Italy - Exhibit of feedgrains and other livestock feed ingredients at long-established Italian agricultural fair.

March 13-24 - Tokyo, Japan - Trade Center exhibit and seminar featuring U.S. wheat.

April 12-20 - Frankfurt, Germany - "Trade only" exhibit of food and agricultural commodities at U.S. Trade Center.

April 19-May 6 - Edinburgh, Scotland - Exhibit for the trade and public at the Ideal Home Exhibition, aimed at expanding sales of U.S. foods in the U.K. outside the London area.

April 24-May 2 - Stockholm, Sweden - First U.S. food exhibit at new U.S. Trade Center; will feature processed foods.

April (dates to be announced) - Megara and Salonika, Greece - Feeding demonstrations and exhibits featuring feedgrains, soybeans, tallow, poultry and livestock.

April (dates to be announced) - Beirut, Lebanon - Feeding demonstrations and exhibit similar to those in Greece; first major U.S. food promotion ever held in Lebanon.

Sept. 7-16 - Dublin, Ireland - An exhibit at the 1st International Food Fair. Food sales will be permitted.

Sept. 8-17 - Cremona, Italy - U.S. dairy breeding stock will be featured again at the 22nd annual presentation of Italy's oldest dairy cattle fair.

Sept. 25-Oct. 4 - Beirut, Lebanon - A semi-public Beirut Fall Show focusing primarily on the food trade.

Sept. 20-30 - Leeds, England - Full range of U.S. products will be featured at this Yorkshire event for the trade and public; simultaneous in-store promotion planned in area.

Sept. 30-Oct. 8 - Cologne, Germany - World's largest food fair and largest U.S. food exhibit on the 1967 schedule; full range of U.S. products on display; further opportunity for State government participation-a new feature of the program introduced at Munich this year.

Oct. 27-Nov. 9 - Dijon, France - A new fair for U.S. participation; commodity exhibits plus sales by individual firms.

Aug.-Sept. (dates to be announced) - Tokyo, Japan - Annual fall agricultural promotion at Tokyo Trade Center.

Sept.-Oct. (dates to be announced) - London, England - Second 1967 show at U.S. Trade Center.

Fall (dates to be announced) - Manila, the Philippines - U.S. solo show for the food trade similar to the Hong Kong show this year.

November (dates to be announced) - Vienna, Austria - Special U.S. exhibit for the catering and institutional food trade in a major Vienna hotel.



HERE and THERE

Thomas R. Hughes, Assistant to the Secretary, is in Europe this month to participate in the U.S. exhibit at the Salon International de l'Alimentation. He is making stops in Italy, November 12-15, West Germany, November 19-23, and the United Kingdom, November 23-27, to review export promotion developments.

An Attache conference is being held at Kuala Lumpur, November 30-December 6, to discuss the expansion of U.S. agricultural trade, the changing food picture, and PL-480 food aid. U.S. agricultural attaches from Australia, Hong Kong, India, Iran, Japan, Malaysia, New Zealand, Pakistan, The Philippines, Thailand, and Turkey will be attending. Assistant Secretary Dorothy H. Jacobson will head the Washington delegation.

Russ Hudson, formerly agricultural officer, Hamburg, has been appointed Director of Foreign Market Development for the Rice Council, succeeding John Farris, who has accepted a position with Comet Rice Mills. Russ has served as the Baltimore manager of Louis-Dreyfus Co., and for about 30 years in USDA, including 10 years in grain standards work in Tennessee, Arkansas and Kentucky, and 6 years running CCC's export operation for food and agricultural products. He will be taking over his new duties December 1.

Berger & Plate Company, San Francisco, an exporter of peas, beans, feeds, lentils, and seeds, has been presented with a Presidential "E" Award for its export accomplishments.

Remi Piryns, European Program Director for Cotton Council International, is on a November 7-25 supervisory visit to Japan to consult with the Agricultural Attache, the Japan Cotton Promotion Institute, and trade on the cotton market development program and plans in that country.

Hugh Robinson, Director, Fats and Oils Division, was one of the speakers at the International Protein Conference in Peoria, Illinois, October 17-20. Glenn Pogeler, President, Soybean Council, and R. Burnett, Technical Director for the Council in Madrid, attended the conference.

Kennett W. Hinks, formerly Executive Vice President, J. Walter Thompson Company, is on a 3-week assignment for FAS, reviewing and evaluating ongoing and upcoming projects in the Philippines, Hong Kong, and Japan.

Wheat projects in Asia are being evaluated by a 5-man cooperator team composed of two Great Plains Wheat directors, a Western Wheat Board member, a member of the Oklahoma Wheat Commission, and Gene Vickers, Director of Planning and Special Projects for Western Wheat. India, Thailand, Hong Kong, The Philippines, Japan, Okinawa, and Taiwan are the countries being visited. The team left the U.S. November 2 and will return about December 15.

Harry Varney, recently back from a tour as Agricultural Attache in Pakistan, reports on the success of three recent cotton fashion shows in Karachi, organized as an outgrowth of visits of the U.S. Maid of Cotton in 1959 and 1964. A women's magazine, a garments manufacturer, and the Pakistan Cultural Association were sponsors of the events.

Harry will soon be taking over the job of Agricultural Attache in South Africa, replacing Ed Bell, who is retiring after 35 years in government service.

The 1966 Yearbook of Agriculture is devoted to the subject of "Protecting Our Food." The Yearbook describes every stage of safeguarding food from insects, rodents, bacterial contamination, and loss of body-building values, including inspection of agricultural products for shipment overseas. Copies may be obtained for \$2.50 each from the Superintendent of Documents, Government Printing Office, Washington, D. C. 20402.

Joe Halow, Coordinator of Foreign Operations, Great Plains Wheat, and Dale Douglas, FAS Grain and Feed Division, were in Guatemala, El Salvador, Colombia, and Venezuela September 25 - October 11, investigating market development opportunities and reviewing program operations.

The National Poultry, Butter and Egg Association has joined forces with the Institute of American Poultry Industries. Final details of the agreement were worked out in Chicago, October 9.

Glenn Pogeler, President, Soybean Council, left November 3 on a supervisory trip to evaluate the soy beverage pilot programs in Korea, Taiwan and Hong Kong, and to check on the soybean programs in India, Pakistan, Iran, Turkey, Italy and Spain. He returns to the U.S. December 9.

Jim Hutchinson, Regional Director, Tokyo Office, Wheat Associates, reports a 14 percent jump in U.S. wheat sales to Japan. Their purchases for the first six months of the (April to September) fiscal year were a record 1,099,487 metric tons.

John DeCourcy, Livestock and Meats Division, is the new assistant attache in Cairo, replacing John Parker, who has returned for a Washington assignment.

Stanley Frank, Carolina By-Products, Inc., Greensboro, North Carolina, is the new President of the National Renderers Association. Others elected at the NRA annual meeting in Washington, D.C., November 2-5, were Gene Hopton, Inland Products, Inc., Columbus, Ohio, 1st Vice President, and Fred Bisplinghoff, Faber Industries, Peoria, Illinois, 2nd Vice President.